

ORDER



KLAS

Orders	Order / Rev:	37363
	Alt Order #:	08869542
	Product Desc:	ISSUE
	Estimate:	953
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	09/21/12 / 09/21/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	Cross Roads Media
	Buying Contact:	
	Billing Contact:	
		66 Canal Center Plaza
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	American Crossroads
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

New Business Thru:	09/12/10
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	6	\$40,400.00	\$34,340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$40,400.00	\$34,340.00	0.00
Total	6	\$40,400.00	\$34,340.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$40,400.00
Market	100%	\$134,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$33,666.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,733.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 37363
 Alt Order #: 08869542
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: American Crossroads
 Product Desc: ISSUE
 Estimate: 953

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	-----F--		1	\$1,000.00	0.00									
E 3	8	10/08/12	10/08/12	8 News Now 4-5a	CM	4-5a		M-----	:30	1	\$200.00	LV1	0.00	NM	1	\$200.00	
				8 News Now 4-5a													
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/08/12	10/14/12	M-----		1	\$200.00	0.00									
E 4	8	10/08/12	10/08/12	Mon 10-11p	CM	10-11p		M-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00	
				Hawaii Five-O		(8:00 PM-9:00 PM)											
HAWAII 5-0																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/08/12	10/14/12	M-----		1	\$18,000.00	0.00									
E 5	8	10/07/12	10/07/12	Sun 8-9p	CM	8-9p		-----S	:30	1	\$20,000.00	LV1	0.00	NM	1	\$20,000.00	
				The Amazing Race		(8:00 PM-9:00 PM)											
AM RACE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	-----S		1	\$20,000.00	0.00									
E 6	8	10/03/12	10/03/12	8 News Now 4-5a	CM	4-5a		--W----	:30	1	\$200.00	LV1	0.00	NM	1	\$200.00	
				8 News Now 4-5a													
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	--W----		1	\$200.00	0.00									
Totals																6	\$40,400.00